

America discovers BLM GROUP USA Corporation - an important market reference point

That's **America!**



Formed with the objective of becoming a point of reference for North American customers, BLM GROUP USA is today a company that can offer high level tube fabricating solutions and a before and after sales service network that is able to meet all the needs of its customers.

These are the people that make the difference!

Human resources were considered to be the major key to the success of our company and it was necessary to concentrate a large part of our efforts

in building our organisation. With headquarters in Wixom, Michigan (near Detroit) BLM GROUP USA is able to offer sales service, assistance and high quality management with staff composed of a President, 4 Product managers, 8 technicians for technical support and 2 administrators. All these personnel have had extensive professional experience in the machine sectors they support and, from time to time undertake advanced product training at the GROUP's factories to keep them up to date.

Training is continuous and essential to guarantee the necessary technical knowledge to be able to help our customers and keep them aware of the best working practices. Each step is part of a marketing strategy that raises the promotional level of the product and creates an awareness of the technological capability of the BLM GROUP and the quality of its products.

A high rate of repeat sales

"BLM GROUP USA is today a sound company producing excellent results," states Jim Rutt, the President and Chief Operating Officer of the American operation. "During our first four years of operation we have had a great deal of success thanks to the





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high performance and excellent reliability of BLM GROUP's products and to our responsive service staff that has enabled us to achieve sales gains of 50% and a forecast of continuing growth through 2004 and beyond."

"The rapid growth of our activity" - continued Jim Rutt, - "has required a level of strength from our organisation which has been proven many times over. In particular, our Customer Service Department and Office Management staff have provided a high level of responsiveness that has become much appreciated by our growing customer base. "This is evidenced by the high number of repeat sales:" Every customer that has had one of our systems for more than six months "underlined Jim Rutt,

has in fact ordered additional new BLM GROUP equipment from us. We believe this is due to the performance and quality of the machines produced by BLM and ADIGE, the efficiency of our support (24 hours a day, seven days a week), and the global service we provide to our customers.

Integrated Production solutions

Given the BLM GROUP's 50 years of experience and the breath of its tube fabricating equipment, it is now able to couple it with advanced materials handling technologies the opportunity to offer integrated tube fabricating solutions that will help its customers improve labor productivity, part quality and drive new product innovation.